

# KNOW THE FACTS

27% of Ontario girls 12-18 years old were reported to be engaged in severely problematic food and weight behaviour.

- Canadian Medical Association Journal

71% of adolescent girls want to be thinner despite only a small proportion being over a healthy weight.

- Journal of Youth and Adolescence

The fear of being fat is so overwhelming that young girls have indicated in surveys that they are more afraid of becoming fat than they are of cancer, nuclear war or losing their parents.

- Lisa Berzins

Teen-age girls who viewed commercials depicting women who modeled the unrealistically thin-ideal type of beauty caused adolescent girls to feel less confident, more angry and more dissatisfied with their weight and appearance

- Journal of Social and Clinical Psychology

*Beauty is not in the face; beauty is a light in the heart.*

~Kahlil Gibran



*Beauty is in the eye of the beholder.*

~ Margaret Wolfe Hungerford



*Beauty comes in all sizes - not just size 5.*

~Roseanne



*Nothing makes a woman more beautiful than the belief she is beautiful.*

~Sophia Loren

Real  
Beauty

is **YOU!**



## REAL BEAUTY PROFILES



**Name:** Alex Beattie

**Age:** 20

**Occupation:** Student

**Interest:** Horses, Creative Writing, Fashion

**Talents:** Organization, Writing, Design

**Why am I beautiful?** I am beautiful because I am confident in who I am and my self worth.



**Name:** Cheryl Lindsay

**Age:** 20

**Occupation:** Student

**Interest:** Snow/Wake-boarding, traveling, being happy

**Talents:** Communicating, Networking, Organizing

**Why am I beautiful?** I am beautiful for one reason, because I believe I am beautiful.



**Name:** Marina Ristic

**Age:** 20

**Occupation:** Student

**Interest:** Fiction Novels, Real Estate, Design

**Talents:** Doodling, Writing, Procrastinating

**Why am I beautiful?** I am beautiful because I am original and unique.

Although photographs have been staged and manipulated since photography's early days, today's increasing availability of powerful computers, digital cameras and image editing software allows for inexpensive and simple retouching of photos. With programs like Adobe Photoshop or even simpler image editing suites like Google's free photo editor, Picasa, professional-looking edits can be done on any home computer. It certainly would be a difficult – if not impossible – task to find a professionally printed ad or article that had not gone through some form of image manipulation.

BEFORE



AFTER



Madonna



Naomi Watts



All this talk about fashion models and extreme dieting. How did our idea of beauty become so distorted?



Dove's campaign for real beauty is to help free ourselves and the next generation from beauty stereotypes. This is why they create thought provoking ads, confidence-building programs and messages that embrace all definitions of beauty.



To learn more on Dove's Campaign for Real Beauty visit:

[www.campaignforrealbeauty.com/](http://www.campaignforrealbeauty.com/)

or

[www.dove.com/](http://www.dove.com/)